

SPRING 2010

Barbie Collector

**New 10th
Anniversary
BFMC Dolls!**

PALM BEACH
PERFECTION!

PAGES 6 & 7

**Team Edward
or Team Jacob?**

PAGE 16

**7 NEW
Dolls!**

**BUY MORE
SAVE MORE!**

OFFER EXPIRES 3/15/10
SEE ORDER FORM FOR DETAILS







Athena

Goddess of ancient Greece. She was the goddess of wisdom, war, the arts and justice and the favorite child of Zeus, ruler of all the gods. Athena sprang to life, fully grown and fully armored. Always involved in the affairs of mortals, Athena guided Odysseus home from the Trojan War and helped Jason and the Argonauts on their epic quest for the Golden Fleece.

NEW

BARBIE® DOLL AS ATHENA

DIRECT EXCLUSIVE*

Gold Label™ Collection

Limited Production

3rd Doll in Goddess Series

The fiercely beautiful goddess of wisdom, war and the arts arrives fully armored and prepared to guide the affairs of mere mortals. Doll features an ornate headdress, shield, spear and embellished breast plate above a metallic woven gown and ombre cape. For the adult collector.

C1-R4492 \$100.00
or two installments of \$50.00

*Direct exclusives are currently available in the U.S. only from Barbie® Collector catalog or online at BarbieCollector.com.

Production dolls/accessories may vary from photos shown here. Dolls cannot stand alone and may not be able to hold objects as shown. Installments available on phone/mail orders only.



(this page)

Passport Collection™
BYRON LARS AYAKO
JONES™ BARBIE® DOLL
 DIRECT EXCLUSIVE*

Gold Label™ Collection

Ready to wow Tokyo, the first doll in this collection wears a fetching Far East ensemble of kimono-style top, pants and hair ribbon. Doll stand and certificate of authenticity included. For the adult collector.

C1-N6614 \$124.95
 or three installments of \$41.65

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(opposite page)

BOB MACKIE GOLDEN
LEGACY™ BARBIE® DOLL
 DIRECT EXCLUSIVE*

Gold Label™ Collection

A heritage of glamour continues with an exquisite doll in a black and golden sequin gown accented with an elaborate golden wreath and topped with an exquisite headpiece. Doll stand and certificate of authenticity included. For the adult collector.

C1-N6610 \$174.96
 or four installments of \$43.74

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“ Barbie and I have had quite a long and fabulous star/designer relationship. In being inspired by my original ‘Gold Barbie’ design from 1990, we wanted the world to see how Barbie and I have progressed over the years. ”
— BOB MACKIE





BFMC®

For 10 years, the **Barbie® Fashion Model Collection** has celebrated Barbie® doll's stylish heritage. Dolls are adorned in tailored, couture fashions with intricate accessories, elaborate hair styles and even delicate manicures and pedicures. Each is sculpted in Silkstone®, a material that gives the dolls the look and feel of fine porcelain. This season, the BFMC dolls are soaking up the sun and toasting the good life in glamorous Palm Beach.

NEW (opposite page)
Barbie® Fashion Model Collection
PALM BEACH™ SWIMSUIT
BARBIE® DOLL

Gold Label™ Collection
10th Anniversary
Featuring genuine Silkstone® body
When the social season heats up, Barbie keeps her cool lounging poolside in Palm Beach. Doll wears a fashionable peach and floral print ensemble including swimsuit, cover-up, sunglasses and wedge sandals. For the adult collector.

C1-R4483 \$50.00

NEW (this page)
Barbie® Fashion Model Collection
PALM BEACH BREEZE™
BARBIE® DOLL

Gold Label™ Collection
10th Anniversary
Featuring genuine Silkstone® body
Winter blues are never welcome in sunny Palm Beach! The perfect outfit for sharing warm greetings, cold drinks, and juicy gossip? A cool, floor-length caftan, sparkling with sequins and worn with bold earrings and strappy sandals. For the adult collector.

C1-R4484 \$75.00

Planned availability: April 2010

NOVEMBER

Godfather offered me my choice of shoes.
I just couldn't decide!
So many fantastic creations.

Returned to boutique
for more shoes - I'm
godfather's girl for.

Christian Louboutin
Boutique



TEMBER

Godfather gave me such
a choice that I was
reluctant to go with my fabulous
godfather was helping!
why caper! Should I tell him?

Cat Burglar Dream





(opposite page)

**BARBIE® "MY YEAR IN PARIS"
WITH CHRISTIAN LOUBOUTIN
CALENDAR**

Join a whirlwind tour of Paris with celebrated shoe designer, Christian Louboutin, and his "goddaughter" Barbie. Vibrant photographs and pen and ink illustrations highlight 12 months of the fashionable duo's exploration of the City of Light. This collectible calendar diary is printed on beautiful, textured paper and measures 8"x10".

C1-T2105 \$40.00

© Christian Louboutin.

NEW (both pages)

**DOLLY FOREVER BARBIE®
BY CHRISTIAN LOUBOUTIN**

Dressed to navigate the urban jungle, the second doll in the series wears a khaki safari dress with lace-up front, golden chain hip belt and bright pink thigh high fringe boots with Louboutin's signature red soles. Three additional pairs of shoes, miniature shoe boxes, cloth shoe bags and pink sunglasses included. For the adult collector.

**C1- R4486 \$150.00
or four installments of \$37.50**

© Christian Louboutin.



*Included
with the doll!*



A
Model No.003

B
Model No.008

C
Model No.005

D
Model No.002

E
Model No.012

F
Model No.001

It all starts with a Little Black Dress

Introducing Barbie Basics™. This unique line of dolls lets you take a series of timeless wardrobe basics to fashionable new extremes! This season's collection features a closet classic: the Little Black Dress. Endorsed by the Council of Fashion Designers of America (CFDA) every Barbie Basics™ doll has a unique look just waiting to be transformed by YOU — it's your doll, your way!

Get started styling with the accessories on the next page!

(Accessory packs sold separately.)

CFDA

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G
Model No.011

H
Model No.007

I
Model No.004

J
Model No.006

K
Model No.009

L
Model No.010

NEW
BARBIE BASICS DOLLS

For the adult collector. Each sold separately, subject to availability.
\$19.95 each

A. Model No.003	C1-R9921	G. Model No.011	C1-R9914
B. Model No.008	C1-R9926	H. Model No.007	C1-R9915
C. Model No.005	C1-R9923	I. Model No.004	C1-R9927
D. Model No.002	C1-R9918	J. Model No.006	C1-R9917
E. Model No.012	C1-R9919	K. Model No.009	C1-R9922
F. Model No.001	C1-R9913	L. Model No.010	C1-R9925

“The Little Black Dress is the passport to elegance!”
— DIANE VON FURSTENBERG



Customize. Personalize. Play!



+



=



Step 1

Choose a doll in her
Little Black Dress.
It's okay to play favorites!
(see pages 10-11)

Step 2

Pick from this season's
hottest accessories!
(see page 13)

Step 3

Show off your signature style!
Get inspired by famous CFDA
designers and doll artists.
Go online and share photos of looks
you've created at BarbieCollector.com.



D. Look No.003 C1-R9932

—BETSEY JOHNSON

Hard Rock CAFE



HARD ROCK CAFE BARBIE DOLL

Rock 'n' roll never dies! Long black hair, retro tattoos, red fingernails, fishnets and a decorated bass fiddle give this doll true rockabilly style. Includes exclusive HRC Collector pin. For the adult collector.

C1-N6606 \$79.96
or two installments of \$39.98

Ladies of the '80s Collection A. DEBBIE HARRY DOLL

The tough, yet pretty platinum New Wave goddess, Debbie Harry, appears in original '80s attire and comes with a 'microphone' and stand. For ages 6 and over.

C1-R4459 \$34.95

Ladies of the '80s Collection B. JOAN JETT DOLL

Inspired by a popular album cover, hard-edged, hard-rocking Joan Jett wears a silver chain, black faux leather pants, red high tops and comes with an "electric" guitar. For ages 6 and over.

C1-R4461 \$34.95

NEW Ladies of the '80s Collection C. CYNDI LAUPER DOLL

She's so unusual! Fun-loving Cyndi Lauper's one of a kind style includes eclectic jewelry, an ornate red skirt, fishnet stockings and a colorful hairdo and makeup. For ages 6 and over.

C1-R4460 \$34.95

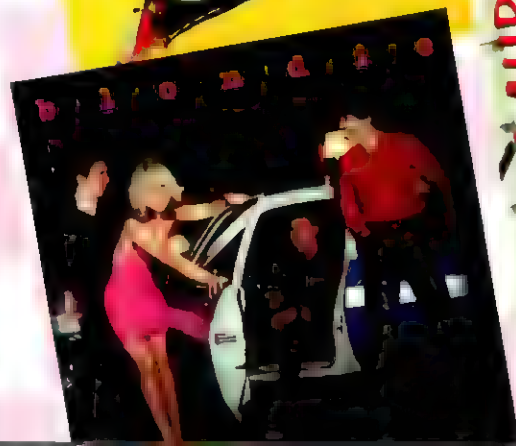


A

B

C

LADIES
OF THE
'80s





TWILIGHT
BELLA DOLL

know what you are. Vampire. Based on Stephenie Meyer's wildly popular tale of teenage romance, the mortal object of Edward's desire, Bella Swan, comes wearing a zipped jacket and jeans. For ages 6 and over.

C1-R4162 \$24.95

TWILIGHT
EDWARD DOLL

And so the lion fell in love with the amb inspired by the #1 New York Times bestseller and blockbuster film the dazzlingly handsome vampire Edward Cullen leaves his mark with amber eyes and pale shimmering face Doll features an entirely new face and body sculpt For ages 6 and over

C1 R4161 \$24.95

NEW
THE TWILIGHT SAGA
NEW MOON JACOB DOLL

Who's afraid of this big bad wolf? The Twilight phenomenon continues in *New Moon*, the film where Jacob Black competes for Bella Swan's heart. Do... features a shoulder tattoo and denim shorts. For ages 6 and over.

C1-R9909 \$24.95

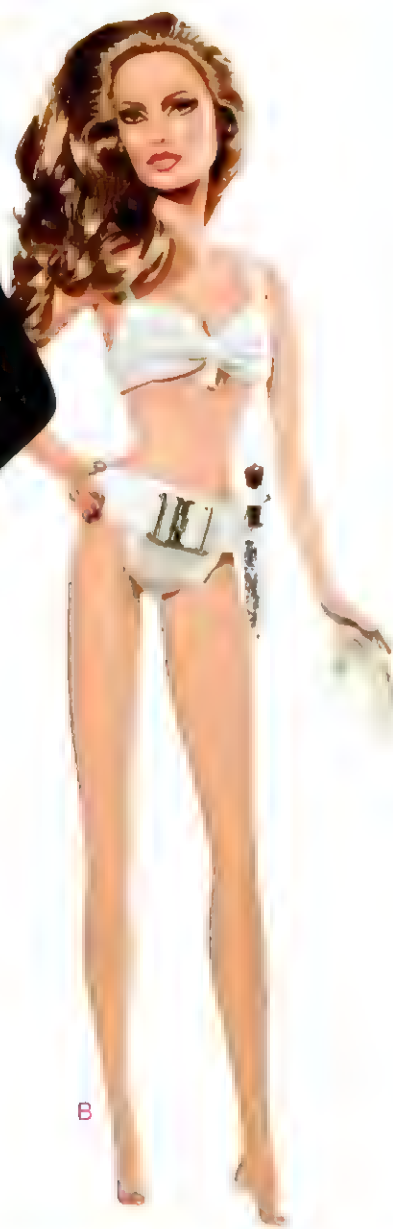


the twilight saga
new moon

JAMES GUNN 007



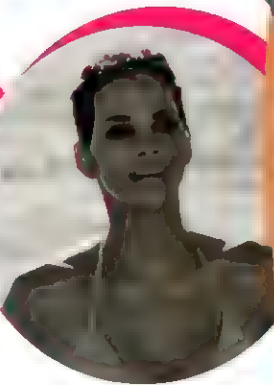
A



B



C





**A. GOLDFINGER
BARBIE DOLL**

Plot Pussy Galore is ready to help 007 thwart Goldfinger's evil plan in a fitted black suit with golden vest. For the adult collector.

C1-R4465 \$34.95

**B. DR. NO
BARBIE DOLL**

The very first Bond girl, Honey Ryder, was cool, confident and completely unforgettable. This doll pays tribute to a memorable scene from the film dressed in a white belted swimsuit with shell, dive knife and sheath. For the adult collector.

C1-R4464 \$34.95

**C. DIE ANOTHER DAY
BARBIE DOLL**

Brave, bold and beautiful Jinx was pure luck for James Bond. She wears an orange bikini inspired by the one Bond first spies her in as she exits the ocean. For the adult collector.

C1-R4514 \$34.95

**NEW
HARLEY-DAVIDSON
BARBIE AND KEN GIFTSET**

The adventure begins. Harley-Davidson takes Barbie and Ken on the ride of a lifetime. Wide open highways, rushing winds, brilliant sunsets, mile after mile, the legend rolls on. For ages 6 and over.

C1-R9911 \$69.95



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Barbie collector

ABOUT OUR PRODUCTS

Dolls are available in varying quantities. You will be notified if a doll you order is unavailable. All the dolls included in this catalog are made with the utmost attention to detail and quality. Our dolls are made in Indonesia and China. Most dolls arrive with a doll stand for display. Dolls may not be able to stand alone, hold accessories or be posed as shown. Production dolls and accessories may vary from the photos shown in catalog. Mattel reserves the right to modify the fashion/fabrics, sculpt, hair color, and accessories. Due to varying supplies, we reserve the right to limit the quantity of each doll purchased. All dolls, except where noted, are for adult collectors. The exclusive policy stated in the catalog applies to the United States only. Dolls may be sold to retail customers outside the United States.

PAYMENT

Prices subject to change without notice. We accept MasterCard, American Express, Visa and Discover/Novus. You must be at least 18 years old to order. Personal checks may be cleared electronically and are made payable to Mattel Direct Inc. Checks returned for insufficient or uncollected funds may be collected electronically. We are not responsible for order delays resulting from checks with insufficient funds and declined credit cards. Do not send cash or purchase orders.

SALES TAX

We are required to collect applicable sales tax for deliveries to the following states: NY, TX and WI.

INSTALLMENT ORDERS

A signature is required upon delivery for all installment orders. Installment orders subject to credit approval. Installment orders by mail, phone, or fax only.

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Visit BarbieCollector.com/orderform for a downloadable order form (or see grid above), send full billing and shipping address information, order information, daytime phone number, and payment information (credit card number with expiration date, gift certificate, check, or money order) to address listed above.

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GIFT WRAPPING

For the finishing touch, we'll wrap your packages for \$4.00 per item.

SHIPPING

Delivery dates are estimates only. Use guaranteed rush shipping to ensure arrival by a specific date. We'll inform you if an item is out of stock. Shipping and processing fees are based on your order total, excluding taxes and gift wrap charges, they include the cost of processing your order, handling and packaging your products, and delivering them to you and/or designated recipients. Canadian Customers: All prices quoted are in U.S. dollars. Canadian customers are responsible for any taxes and duties.

SHIP TO ALTERNATE ADDRESS

If shipping to two or more different addresses, include \$5.95 for shipping and processing for each additional address.

RUSH SHIPPING

Allow 1 additional day for processing. Not available for APO/FPO addresses. Orders to Alaska, Hawaii, U.S. territories ship 2nd Day Rush or Next Day Rush.

RUSH SHIPPING (continued)

2 Day Rush Add \$15 to standard rate
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Standard Mail Add \$15 to standard rate
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MAILING LIST SERVICE

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SATISFACTION GUARANTEED

If for any reason you're not completely satisfied with your Barbie® Collector catalog or online purchase, you can return your selection for an immediate exchange, credit, or full refund (less shipping and processing) anytime within 30 days unless expressly noted otherwise. Excludes Barbie® Fan Club membership.



CHARLIE'S ANGELS KELLY GIFTSET

Once upon a time there were three little girls who went to the police academy. Set includes three beautiful undercover Angels posing in fashions and hairstyles inspired by the classic '70s television series. For ages 6 and over.

C1-N6583 \$29.95

LUCY IS ENVOIOUS KELLY DOLLS

Lucy and Ethel are out of this world dressed as zany Martians from the "Lucy is Envious" episode. Dolls feature green outfits with groomer-effect trim and "ray guns." Take them to your leader! For ages 6 and over.

C1-R4519 \$24.95

BARBRA STREISAND DOLL

She's instantly known by one name: Barbra. Her imitable style and personality are captured in this wonderful portrait doll, inspired by her early fame. She wears a striking re-creation of the iconic outfit she designed herself and wore to Hollywood's Cocoanut Grove in 1963 and comes with a silvery retro "microphone" and stand. For ages 6 and over.

C1-N6574 \$53.99



*Peaches
'N Cream
1985*

My Favorite Barbie® Collection
A. PEACHES 'N CREAM
BARBIE® DOLL

Pretty as a peach blossom this re-creation of the 1985 doll includes a reproduction fashion, a reproduction booklet and 3 collector cards. For the adult collector

C1-R9525 \$44.95

My Favorite Barbie® Collection
B. SWIRL PONYTAIL
BARBIE® DOLL

Wearing the blonde, side sweep hairstyle known as the "swirl" in 1964 this reproduction doll includes 3 collector cards, "record player" and a re-creation of the 1965 Dancing Doll fashion from the 1600 series. For the adult collector

C1-T1373 \$44.95

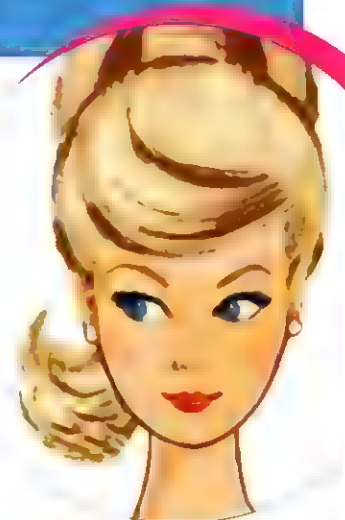


*Swirl
Ponytail
1964*

My Favorite Barbie® Collection
C. BLACK BARBIE® DOLL

To celebrate the 30th anniversary this reproduction of the cherished doll from the 1980s remains faithful to the original. Includes a second '80s retro fashion, 3 collector cards and a booklet. For the adult collector

C1-R4468 \$44.95



30th Anniversary
Black Barbie
1980





My Favorite Career Collection

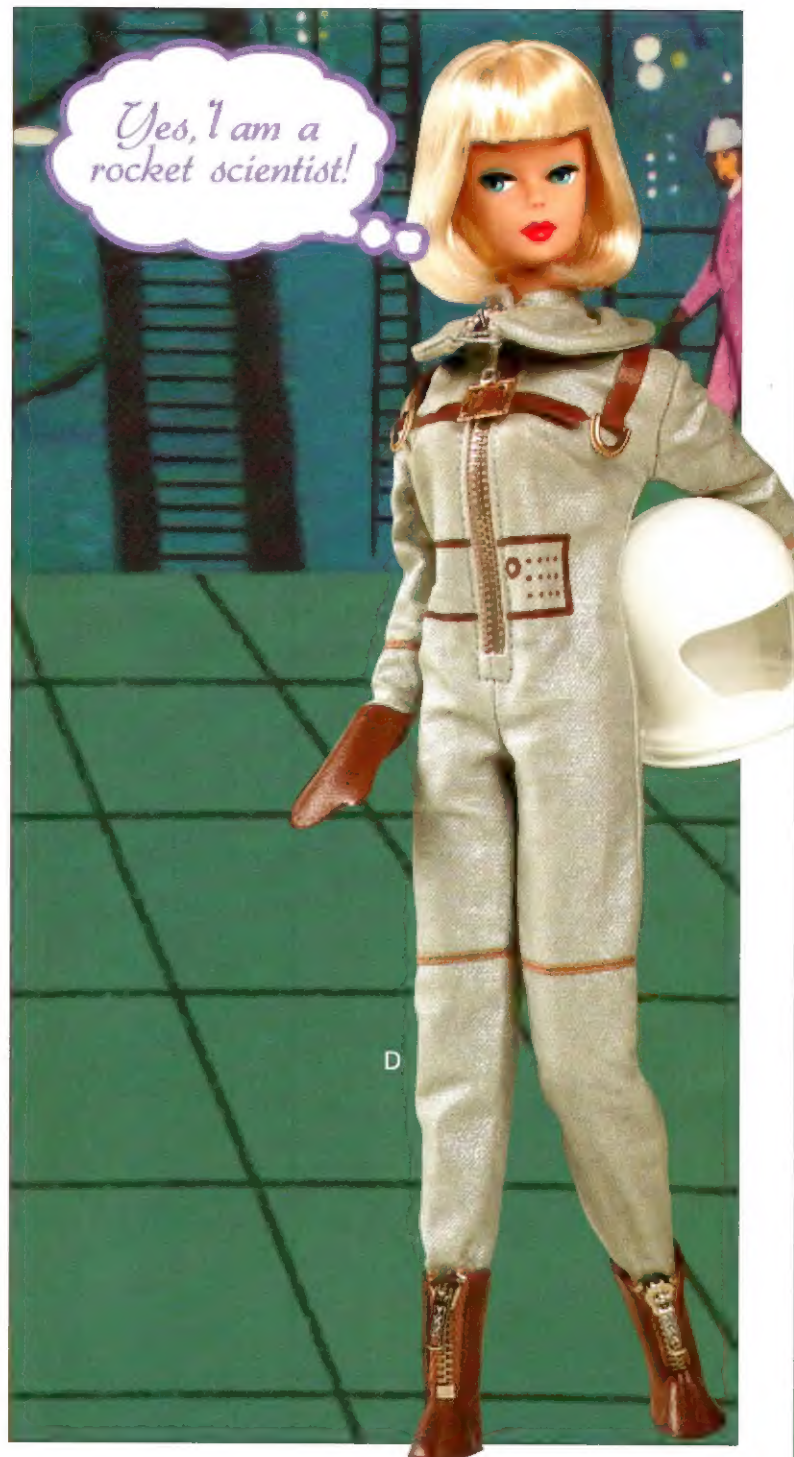
Barbie® isn't just another pretty face — she's had more than 120 careers and excelled in every one! The My Favorite Career Collection celebrates some of her most classic occupations with a series of dolls faithfully reproduced from the originals.



(opposite page)
My Favorite Career Collection
**A. STUDENT TEACHER
BARBIE® DOLL**

Barbie® makes the grade dressed in a red top with white collar inset, houndstooth pencil skirt and red pumps. Includes black cat eye glasses and classroom accessories. For the adult collector.

C1-R4471 \$39.95



(this page)
My Favorite Career Collection
**C. PAN AMERICAN AIRWAYS
STEWARDESS BARBIE® DOLL**

Barbie® takes to the skies in a blue-gray flight attendant's uniform with Pan American emblem, black shoulder bag, gloves and pumps. For the adult collector.

C1-R4473 \$39.95

(this page)
My Favorite Career Collection
**D. MISS ASTRONAUT
BARBIE® DOLL**

One of the first career dolls from the '60s, this doll is out of this world in a silvery metallic space suit with white bubble helmet, mittens, zippered boots and flag. For the adult collector.

C1-R4474 \$39.95

(opposite page)
My Favorite Career Collection
**B. REGISTERED NURSE
BARBIE® DOLL**

Dressed in a crisp white uniform with nurse's cap and red-lined navy cape, this doll has perfected her bedside manner. Includes nursing accessories, and black cat eye glasses. For the adult collector.

C1-R4472 \$39.95



(this page)

Dolls of the World® Collection

A. ITALY BARBIE® DOLL

Pink Label™ Collection

Fresh from buying flowers at the local market this dark-haired signora wears golden hoop earrings, a red neckerchief, off the shoulder blouse, full skirt and black shawl with fringe. Bellissimo! For ages 6 and over.

C1-P3488 \$29.95

(this page)

Dolls of the World® Collection

B. RUSSIA BARBIE® DOLL

Pink Label™ Collection

From Siberia's harsh winters to Moscow's ornate cathedrals, this doll is dressed for it all in a faux fur hat and muff, coat adorned with buttons and golden braid trim and knee high boots. For ages 6 and over.

C1-R4488 \$29.95

(opposite page)

Barbie® Fashion Model Collection

STUNNING IN THE SPOTLIGHT® BARBIE® DOLL

Gold Label™ Collection

10th Anniversary

Featuring genuine Silkstone® body

A glamorous starlet takes center stage adorned in a dramatic mermaid gown of black chiffon with a pale pink shantung stole, drop earrings and opera-length gloves. Comes with a silver retro "microphone" and stand. For the adult collector.

C1-N6603 \$161.96
or four installments of \$40.49



Barbie

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PLEASE
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S10B0

Barbie™ Fan Club

FEATURING THE FIRST OF FOUR DOLLS
AVAILABLE FOR PURCHASE TO BFC MEMBERS ONLY!

The Barbie™ Fan Club, or BFC, is an engaging, incredibly fun collecting community. Join the 2010 BFC for only \$24.95 (plus applicable tax, S&H) and receive the following FAN-tastic perks:

- the opportunity to purchase four BFC dolls:
two Gold Label™ Barbie® Fashion Model Collection dolls
and two Platinum Label™ Collection dolls
(one of each doll per member, while supplies last)
- up to \$80 in BarbieCollector.com online shop rewards
- insider-only sneak peeks of upcoming doll designs
- access to the Bulletin Board on BarbieCollector.com
- and much more!

See BarbieCollector.com to join and for more details about the three additional BFC dolls that will be revealed throughout the year.

NEW

Barbie® Fashion Model Collection

PALM BEACH HONEY™ BARBIE® DOLL

Gold Label™ Collection

10th Anniversary

Featuring genuine Silkstone® body

Arriving in sunny Florida with her darling dog, Miss Honey™ is the Palm Beach Honey™ Barbie® doll. Dressed for lunch with the ladies, she wears a double-breasted lemon yellow jacket over a flared skirt accessorized with sunglasses, strappy heels and a quilted handbag. Part of the exquisite Palm Beach BFC Collection (see pages 6-7). For the adult collector.

Doll available to Barbie Fan Club members only

C1-R4485 \$65.00



Barbie takes
her dog, Miss Honey™,
wherever she goes!

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